



NEWS RELEASE

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Stop & Shop Announces New Ground Beef Packaging

(Quincy, MA – October 15, 2007) – The Stop & Shop Supermarket Company announced it will offer high-oxygen packaged ground beef later this month. The new package will replace the current low-oxygen modified atmosphere packaging used for the product.

“Stop & Shop always is looking for better ways and new technology that meet customer needs and ensure safe, quality, wholesome food,” said Roger Wheeler, vice president of meat and seafood for Stop & Shop. “As before, Stop & Shop’s new packaging is FDA and USDA approved, leak proof, and easier for customers to identify ground beef freshness.”

While Stop & Shop had excellent ground beef sales and customer acceptance of the existing package, some customers found the retention of the red color produced by the packaging to be confusing.

“Although food quality experts recommend relying on ‘use by dates’ and not color as an indicator of meat freshness, we discovered many customers typically rely on this characteristic to identify freshness,” said Andrea Astrachan, the company’s vice president of consumer affairs. “While we clearly mark all of our packaged ground beef with these dates, we determined this slight modification in packaging would be helpful to our customers.”

The new ground beef packaging will begin to appear in stores after Oct. 26.

Customers who have questions on hi-oxygen packaging can visit the Stop & Shop website at www.stopandshop.com.

About Stop & Shop

The Stop & Shop Supermarket Company, based in Quincy, Massachusetts, employs more than 59,000 associates and operates 389 stores throughout Massachusetts, Connecticut, Rhode Island, Maine, New Hampshire, New York and New Jersey. Stop & Shop is owned by Netherlands-based Ahold.